

ESTTA Tracking number: **ESTTA147838**Filing date: **06/26/2007**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Coast to Coast Marketing Services, Inc.		
Entity	Corporation	Citizenship	United States of America
Address	3155 East Patrick Lane Suite 1 Las Vegas, NV 89120 UNITED STATES		

Attorney information	Leonard Tachner Leonard Tachner, a professional law corporation 17961 Sky Park Circle Suite 38-E Irvine, CA 92614 UNITED STATES tachlaw@aol.com Phone:949-752-8525
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Applicant Information

Application No	79027935	Publication date	06/26/2007
Opposition Filing Date	06/26/2007	Opposition Period Ends	07/26/2007
International Registration No.	0896039	International Registration Date	07/10/2006
Applicant	Sasho Tsvetanov Vasilev ul. "Vasil Levski" 32 Vilna zona Kokaliane; BG-1191 SOFIA BULGARIA		

Goods/Services Affected by Opposition

Class 030.

Opposed goods and services in the class: Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, namely breakfast cereals, processed cereals; bread, pastry and confectionery, namely chocolate, candies, candies in tablet form; ices; honey, treacle; ice

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Mark Cited by Opposer as Basis for Opposition

U.S. Application No.	78935302	Application Date	07/21/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	HELM'S BAKERY		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 030. First use: Bakery products, namely sweet bakery goods; Bread; Bread rolls; Cookies; Frozen breads; Frozen confections

Attachments	78935302#TMSN.jpeg (1 page)(bytes) OPPOSITION2.pdf (3 pages)(15091 bytes)
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Signature	/Leonard Tachner/
Name	Leonard Tachner
Date	06/26/2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Application No. 79/027,935

For the mark: HELM and design

Publication date: June 26, 2007

Coast to Coast Marketing Services, Inc. (Opposer)

v.

Sasho Tsvetanov Vasilev, an individual (Applicant)

Opposition No.:

To:

UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Trial and Appeal Board

P.O. Box 1451

Alexandria, VA 22313-1451

NOTICE OF OPPOSITION

Opposer, Coast to Coast Marketing Services, Inc. a corporation of Nevada having a place of business at 3155 E. Patrick Lane, Suite 1, Las Vegas, Nevada 89120, hereby opposes the registration of the mark HELM that is the subject of Trademark Application Number 79/027,935 (the “application”) and in the name of Sasho Tsvetanov Vasilev, an individual.

As grounds in support of its opposition, Opposer asserts as follows:

1. Opposer has adopted and is using the trademark HELM'S BAKERY for bakery products, namely sweet bakery goods; bread; bread rolls; cookies; frozen breads; and frozen confections. Opposer has been using the Helm's Bakery trademark in interstate commerce since at least as early as January 2005 and such mark has been in continuous use in interstate commerce since that date and is being used today in interstate commerce by Opposer.

2. Opposer has filed for federal registration of the HELM'S BAKERY mark in its application No. 78/935,302 and such has been tentatively refused based in part on Applicant's prospective registration of the mark "HELM" based upon the Application.

3. Applicant has sought registration in international class 030 for goods and services which include, inter alia, bread, pastry and confectionary. These goods are largely related to those on which Opposer uses its trademark "HELMS BAKERY" and they may be sold and offered through the same outlets and similar channels of trade. Moreover, Opposer may be unable to obtain registration of its mark if Applicant's mark becomes registered for such goods and in such international class 030.

4. Opposer may also be severely limited and hindered in its rights to expand its use of the mark "HELMS BAKERY" in geographical places beyond its current uses and its use of the mark "HELMS BAKERY" and its natural expansion on related goods and services.

5. Opposer would therefore be damaged by the registration of Applicant's mark in international class 030 and therefore requests that Application No. 79/027,935 be refused registration in international class 030 for the above reasons and for

additional grounds that may be brought to light in the course of the opposition herein sought by Opposer.

6. The opposition filing fee in the amount of \$300.00 (for one class) accompanies this Notice.

7. Please acknowledge safe receipt of this Notice of Opposition by date stamping and returning the enclosed self-addressed postcard to the undersigned.

Respectfully submitted,

Leonard Tachner (Reg. No. 26,344)
Attorney for the Opposer
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Irvine, California 92614
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Date: June 26, 2007